

```

1    var savedIsOwned = new Array();
2    var savedExcluded = new Array();
3    var starTwinkler = new Array();
4    var msgTwinkler = new Array();
5    var delayTime = 200;
6    var allImages = new Array();
7    function amz_js_preloadImages(){
8    for (i=0; i < amz_js_preloadImages.length ;i++){
9    allImages[i] = new Image();
10   allImages[i].src = amz_js_preloadImages.arguments[i];
11   }
12   }
13   amz_js_preloadImages(starImages);
14   amz_js_preloadImages(dpIsOwnedImages);
15   amz_js_preloadImages(isOwnedImages);
16   amz_js_preloadImages(historyNotInterestedImages);
17   amz_js_preloadImages(notInterestedImages);
18   amz_js_preloadImages(excludedImages);
19   amz_js_preloadImages(thankYouImage);
20   amz_js_preloadImages(starMessages);
21   function amz_js_swapHistoryNotInterested(asin, state){
22   if (state == 'alt'){
23   notInterested = (savedNotInterested[asin] ? 0 : 1);
24   } else if (state != undefined) {
25   notInterested = state;
26   } else {
27   notInterested = savedNotInterested[asin];
28   }
29   document.images["notInterested." + asin].src =
30   historyNotInterestedImages[notInterested];
31   }
32   function amz_js_swapNotInterested(asin, state){
33   if (state == 'alt'){
34   notInterested = (savedNotInterested[asin] ? 0 : 1);
35   } else if (state != undefined) {
36   notInterested = state;
37   } else {
38   notInterested = savedNotInterested[asin];
39   }
40   document.images["notInterested." + asin].src =
41   notInterestedImages[notInterested];
42   }
43   function amz_js_swapDpIsOwned(asin, state){
44   if (state == 'alt'){
45   isOwned = (savedIsOwned[asin] ? 0 : 1);
46   } else {
47   isOwned = savedIsOwned[asin];
48   }
49   document.images["isOwned." + asin].src = dpIsOwnedImages[isOwned];
50   }
51   function amz_js_swapIsOwned(asin, state){
52   if (state == 'alt'){
53   isOwned = (savedIsOwned[asin] ? 0 : 1);
54   } else if (state != undefined) {
55   isOwned = state;
56   } else {

```

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1      isOwned = savedIsOwned[asin];
2      }
3      document.images["isOwned." + asin].src = isOwnedImages[isOwned];
4      }
5      function amz_js_swapExcluded(asin, state){
6      if (state == 'alt'){
7      excluded = (savedExcluded[asin] ? 0 : 1);
8      } else {
9      excluded = savedExcluded[asin];
10     }
11     document.images["excluded." + asin].src = excludedImages[excluded];
12     }
13     function amz_js_sendRating(asin, ratingType, ratingValue){
14
15     var submitURL = ''
16     + '/exec/obidos/instant-recs/103-5719040-0699022?'
17     + 'rating.source=ir'
18     + '&rating.asin.1=' + asin
19     + '&use-new-form=true'
20     + '&return.index.begin=1'
21     + '&rating.' + ratingType + '.1=' + ratingValue
22     + '&not-interested=1'
23     + '&template-name='
24     + encodeURIComponent('stores/recs/ratings/rate-asin-return-page');
25     if ( ( ( ratingType == 'onetofive' ) || ( ratingType == 'owned' ) )
26     && ( savedNotInterested[asin] == 1 ) ) {
27     submitURL = submitURL + '&rating.notinterested.1=NONE';
28     savedNotInterested[asin] = 0;
29     }
30     else if ( ( ratingType == 'onetofive' ) && ( savedRatings[asin] == 0 ) ) {
31     submitURL = submitURL + '&rating.onetofive.1=NONE';
32     }
33     else if ( ratingType == 'notinterested' ) {
34     if ( savedRatings[asin] > 0 ) {
35     submitURL = submitURL + '&rating.onetofive.1=NONE';
36     savedRatings[asin] = 0;
37     }
38     if ( savedIsOwned[asin] == 1 ) {
39     submitURL = submitURL + '&rating.owned.1=NONE';
40     savedIsOwned[asin] = 0;
41     }
42     }
43     else if ( ratingType == 'excluded' ) {
44     submitURL = submitURL + '&return.delete-from-clickstream-1=' + asin;
45     }
46     window.location.href = submitURL + "&return.response=204";
47     }
48     function amz_js_swapStars(asin, rating){
49     if (rating == undefined){
50     rating = savedRatings[asin];
51     }
52     document.images["stars." + asin].src = starImages[rating];
53     }
54     function amz_js_swapStarMsgs(asin, rating){
55     if (rating == undefined){
56     if ( changedRatings[asin] ) {

```

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1    document.images["messages." + asin].src = starMessages[6];
2    } else {
3    document.images["messages." + asin].src = nullStarMessage;
4    }
5    } else {
6    document.images["messages." + asin].src = starMessages[rating];
7    }
8    }
9    function amz_js_sendStars(asin, rating){
10   savedRatings[asin] = rating;
11   changedRatings[asin] = 1;
12   amz_js_sendRating(asin, 'onetofive', rating);
13   amz_js_swapStarMsgs(asin, 6);
14   }
15   function amz_js_sendNotInterested(asin){
16   savedNotInterested[asin] = (savedNotInterested[asin] ? 0 : 1);
17   rating = (savedNotInterested[asin] ? 'NOTINTERESTED' : 'NONE');
18   amz_js_sendRating(asin, 'notinterested', rating);
19   amz_js_swapStars(asin, 0);
20   }
21   function amz_js_sendIsOwned(asin){
22   savedIsOwned[asin] = (savedIsOwned[asin] ? 0 : 1);
23   rating = (savedIsOwned[asin] ? 'OWN' : 'NONE');
24   amz_js_sendRating(asin, 'owned', rating);
25   }
26   function amz_js_sendExcluded(asin){
27   savedExcluded[asin] = (savedExcluded[asin] ? 0 : 1);
28   rating = (savedExcluded[asin] ? 'EXCLUDE' : 'NONE');
29   amz_js_sendRating(asin, 'excluded', rating);
30   }
31   function amz_js_starMouseOver(asin, rating){
32   if (starTwinkler[asin] != 0){
33   window.clearTimeout(starTwinkler[asin]);
34   starTwinkler[asin] = 0;
35   }
36   if (msgTwinkler[asin] != 0){
37   window.clearTimeout(msgTwinkler[asin]);
38   msgTwinkler[asin] = 0;
39   }
40   amz_js_swapStars(asin, rating);
41   amz_js_swapStarMsgs(asin, rating);
42   }
43   function amz_js_starMouseOut(asin){
44   starTwinkler[asin] = window.setTimeout("amz_js_swapStars('" + asin + "')",
45   delayTime);
46   msgTwinkler[asin] = window.setTimeout("amz_js_swapStarMsgs('" + asin + "')",
47   delayTime);
48   }
49   function amz_js_showHistoryNotInterested(asin, notInterested){
50   var imageID = "notInterested." + asin;
51   document.write("<img src='" + historyNotInterestedImages[notInterested] +
52   "'");
53   document.write("id='" + imageID + "' ");
54   document.write("onClick=\"amz_js_swapHistoryNotInterested('" + asin + "',
55   'alt');");
56

```

```
1 document.write("amz_js_swapStars('" + asin + "', 0);");
2 document.write("amz_js_swapIsOwned('" + asin + "', 0);");
3
4 document.write("window.setTimeout('amz_js_sendNotInterested(\\\"' + asin +
5 '\\\");', delayTime);\" ");
6 document.write("border=0 width=114 height=16 valign=absmiddle>");
7 }
8 function amz_js_showNotInterested(asin, notInterested){
9 var imageID = "notInterested." + asin;
10 document.write("<img src='" + notInterestedImages[notInterested] + "'");
11 document.write("id='" + imageID + "' ");
12 document.write("onClick=\"amz_js_swapNotInterested('" + asin + "',
13 'alt');");
14
15 document.write("amz_js_swapStars('" + asin + "', 0);");
16 document.write("amz_js_swapIsOwned('" + asin + "', 0);");
17
18 document.write("window.setTimeout('amz_js_sendNotInterested(\\\"' + asin +
19 '\\\");', delayTime);\" ");
20 document.write("border=0 width=114 height=16 valign=absmiddle>");
21 }
22 function amz_js_showDpIsOwned(asin, isOwned){
23 var imageID = "isOwned." + asin;
24 document.write("<img src='" + dpIsOwnedImages[isOwned] + "'");
25 document.write("id='" + imageID + "' ");
26 document.write("onClick=\"amz_js_swapDpIsOwned('" + asin + "', 'alt');");
27 document.write("amz_js_swapNotInterested('" + asin + "', 0);");
28 document.write("window.setTimeout('amz_js_sendIsOwned(\\\"' + asin +
29 '\\\");', delayTime);\" ");
30 document.write("border=0 width=64 height=16 valign=absmiddle>");
31 }
32 function amz_js_showIsOwned(asin, isOwned){
33 var imageID = "isOwned." + asin;
34 document.write("<img src='" + isOwnedImages[isOwned] + "'");
35 document.write("id='" + imageID + "' ");
36 document.write("onClick=\"amz_js_swapIsOwned('" + asin + "', 'alt');");
37 document.write("amz_js_swapNotInterested('" + asin + "', 0);");
38 document.write("window.setTimeout('amz_js_sendIsOwned(\\\"' + asin +
39 '\\\");', delayTime);\" ");
40 document.write("border=0 width=74 height=16 valign=absmiddle>");
41 }
42 function amz_js_showExcluded(asin, exluded){
43 var imageID = "excluded." + asin;
44 document.write("<img src='" + excludedImages[excluded] + "'");
45 document.write("id='" + imageID + "' ");
46 document.write("onClick=\"amz_js_swapExcluded('" + asin + "', 'alt');");
47 document.write("window.setTimeout('amz_js_sendExcluded(\\\"' + asin +
48 '\\\");', delayTime);\" ");
49 document.write("border=0 width=122 height=29 valign=absmiddle>");
50 }
51 function amz_js_showStars (asin, rating){
52 var starID = "stars." + asin;
53 starTwinkler[asin] = 0;
54 msgTwinkler[asin] = 0;
55 document.write("<map name='starmap" + asin + "'>");
56 var i = 0;
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1   for (i = 0; i < 6; i++) {
2   document.write("<area shape=rect " +
3   "coords='" + starMap[i] + "' " +
4   "onMouseOver=\"amz_js_starMouseOver('" + asin + "'," + i + ");\" " +
5   "onMouseOut=\"amz_js_starMouseOut('" + asin + "')\";" +
6   "onClick=\"amz_js_sendStars('" + asin + "'," + i + ");\";" +
7
8   "amz_js_swapNotInterested('" + asin + "', 0);\" " +
9
10  "\" >");
11  }
12  document.write("</map>");
13  document.write("<img vspace=2 src='" + starImages[rating] + "'");
14  document.write(" border=0 usemap='#starmap' + asin);
15  document.write("' id='" + starID + "'>");
16  }
17  function amz_js_showMessages (asin, rating){
18  var msgID = "messages." + asin;
19  if ( rating == undefined ) {
20  document.write("<img vspace=2 height=16 src='" + nullStarMessage + "'");
21  }
22  else {
23  document.write("<img vspace=2 height=16 src='" + starMessages[rating] +
24  "'");
25  }
26  document.write("' id='" + msgID + "'>");
27  }
28  </script>
29
30  <script language="Javascript" type="text/javascript">
31  var asin = 'B00005REHE';
32  var rating = 0;
33  var isOwned = 0;
34  var notInterested = 0;
35
36  var excluded = 0;
37  savedExcluded[asin] = excluded;
38
39  savedRatings[asin] = rating;
40  savedNotInterested[asin] = notInterested;
41  savedIsOwned[asin] = isOwned;
42  </script>
43
44  <div style="padding-left: 5px; padding-bottom: 3px">
45
46  <nobr>
47
48  <script language="Javascript1.1" type="text/javascript">
49  <!--
50
51  function amz_js_WriteRatingsLink(){
52  document.write("<span class=tiny>");
53
54  if (bulbing){
55  document.write("<a href=javascript:amz_js_PopWin('" + whyWindowUrl +
56  "', 'RecsWhyWindow', 'width=480,height=450,resizable=yes,scrollbars=yes,stat

```

```

1  us=yes') onMouseOver=\"status='\" + tooltip + \"'; return true;\"
2  onMouseOut=\"status='\"; return true;\" title='\" + tooltip + \"'><img
3  vspace=2 hspace=2 align=absmiddle src='\" + bulbing + \"' width=9 height=12
4  border=0 alt='\" + tooltip + \"'></a>\";
5  }
6  document.write("<a href=javascript:amz_js_PopWin('\" + whyWindowUrl +
7  \"', 'RecsWhyWindow', 'width=480,height=450,resizable=yes,scrollbars=yes,stat
8  us=yes') onMouseOver=\"status='\" + tooltip + \"'; return true;\"
9  onMouseOut=\"status='\"; return true;\" title='\" + tooltip + \"'>\" +
10 whyLinkText + "</a>\" + trailingParen);
11 document.write("</span>\"");
12 }
13
14 var bulbing = \"\";
15 var tooltip = "We recommend this item for you. Click to see why.";
16 var whyWindowUrl = "/exec/obidos/tg/stores/recs/rate-this-asin/-
17 /B00005REHE/instant-recs/ref=pd_rate_lk_instant-recs_nb/103-5719040-
18 0699022\";
19 var whyLinkText = "Why was I recommended this?\";
20 var trailingParen = \"\";
21 amz_js_WriteRatingsLink()
22 //-->
23 </script>
24
25 </nobr>
26
27
28 <script language="Javascript1.1" type="text/javascript">
29 <!--
30 document.write("<span class=small>\"");
31 document.write("</span>\"");
32 //-->
33 </script>
34
35 </div>
36
37 <table cellpadding="0" cellspacing="0" style="border: 1px solid #CECF9C;">
38 <tr>
39 <td><script language="Javascript">amz_js_showMessages(asin);</script></td>
40 <td><script language="Javascript">amz_js_showStars(asin, rating);</script>
41 </td>
42 <td>
43
44 <script language="Javascript">amz_js_showDpIsOwned(asin,
45 isOwned);</script>
46
47 </td>
48 <td>
49 <script language="Javascript">amz_js_showHistoryNotInterested(asin,
50 notInterested);</script>
51 </td>
52
53 <noscript>
54
55 <td>
56

```

```

1      <table border=0 width=100% cellpadding=4 cellspacing=0>
2      <tr bgcolor=#EEEECC>
3
4      <form method=post action=/exec/obidos/instant-recs/pd_ys_ir_all_own/103-
5      5719040-0699022>
6
7      <input type=hidden name=use-new-form value=true>
8      <input type=hidden name=return.header-type value=i-own-it>
9      <input type=hidden name=rating.source value=ir>
10     <input type=hidden name=rating.asin.1 value="B00005REHE">
11     <input type=hidden name=rating.owned.1 value=OWN>
12     <input type=hidden name=template-name value="tg/stores/your/store-home/-
13     /0/all/0/1">
14     <input type=hidden name=return.index.begin value=>
15
16     <td width=58 >
17
18     <input type="image" value="I own it" name="i-own-it" src="http://g-
19     images.amazon.com/images/G/01/x-locale/common/buttons/i-own-it-blue.gif"
20     border="0" width=58 height=19 align="absmiddle">
21
22     </td>
23     </form>
24
25     <form method=post action=/exec/obidos/instant-recs/pd_ys_ir_all_ni/103-
26     5719040-0699022>
27
28     <td width=94 >
29     <input type=hidden name=template-name value="tg/stores/your/store-home/-
30     /0/all/0/1">
31     <input type=hidden name=use-new-form value=true>
32     <input type=hidden name=rating.source value=ir>
33     <input type=hidden name=rating.notinterested.1 value=notinterested>
34     <input type=hidden name=rating.asin.1 value="B00005REHE">
35     <input type=hidden name=return.header-type value=not-interested>
36     <input type=hidden name=return.index.begin value=>
37     <input type="image" value="Not interested" name="not-interested"
38     src="http://g-images.amazon.com/images/G/01/x-locale/common/buttons/not-
39     interested-blue.gif" border="0" width=94 height=19 align="absmiddle">
40     </td>
41     </form>
42
43     <td align=right width=100%>
44
45     <a href=/exec/obidos/tg/recs/ir-why/-
46     /books//regular/none/B00005REHE/0/1/pc/none/3/ref=pd_ir_why/103-5719040-
47     0699022><span class="small">Why was I recommended this?</span></a>
48
49     </td>
50     </tr>
51     </table>
52     </td>
53     </noscript>
54     </tr>
55     </table>
56     </td></tr>

```

```

1
2 <tr>
3 <td colspan=3><hr noshade size=1 color=#cccc99 class=divider></td>
4 </tr>
5
6 <tr id="gut-row-2" valign="top">
7
8 <td rowspan=3>
9 <table border=0 cellpadding=0 cellspacing=0 width=100% class=small>
10 <tr valign=top>
11
12 <td align=left><b class=small>2&#46;&nbsp;</b></td>
13
14 <td><center>
15
16 <a href=/exec/obidos/tg/detail/-/B00005REI5/ref=pd_ys_ir_all_2/103-
17 5719040-0699022?v=glance&s=books>
18
19 </a>
21
22 <br clear=all />
23
24 <table><tr><td align=center class=tiny><a href="/exec/obidos/tg/sim-
25 explorer/explore-items/-/B00005REI5/0/ref=pd_sexpl_r_b/103-5719040-
26 0699022" onclick="amz_js_PopWin('/exec/obidos/tg/sim-explorer/explore-
27 items-lite/-/B00005REI5/0/ref=pd_sexpl_r_b/103-5719040-
28 0699022','amz_rel_items','width=600,height=450,toolbar=no,resizable=yes,sc
29 rollbars=yes,status=no');return false;">See related
30 items</a></td></tr></table>
31
32 </td></tr></table>
33 </td>
34 <td colspan=2 width=100% class=small valign=middle>
35
36 <font face=verdana,arial,helvetica>
37
38 <a href=/exec/obidos/tg/detail/-/B00005REI5/ref=pd_ys_ir_all_2/103-
39 5719040-0699022?v=glance&s=books><b>Having Trouble with Your Strategy?
40 Then Map It (HBR OnPoint Enhanced Edition) [DOWNLOAD: PDF]</b></a>
41
42 </font>
43
44 <br>
45
46 <font face=verdana,arial,helvetica size=-1>by Robert S. Kaplan, David P.
47 Norton</font><br>
48
49 Average Customer Review&#58;
50
51 
54
55 <br>
56 Publication Date: January 29, 2005

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1      <br>
2      </font>
3      </td>
4      </tr>
5
6      <tr valign="top"><td>
7      <font face=verdana,arial,helvetica size=-1>
8
9      <b>Our Price:</b>
10     <b class=price>
11
12     <span class=small>
13     $7.00
14     </span>
15     </b>
16     &nbsp;
17     </font>
18     </td>
19     <td>
20
21     <table><tr><td>
22
23     <form style="margin-bottom:0;" method="POST"
24     action="http://www.amazon.com/gp/legacy-handle-buy-box.html/103-5719040-
25     0699022" >
26
27     <input type="hidden" name="coliid" value="">
28     <input type="hidden" name="colid" value="">
29     <input type="hidden" name="asin.B00005REI5" value="1">
30     <input type="hidden" name="store-name" value=ebooks>
31     <input type="image" value="Add to Shopping Cart" name="submit.add-to-cart"
32     src=http://g-images.amazon.com/images/G/01/buttons/add-to-cart-yellow-
33     short.gif border=0 width=113 height=23 >
34     </form>
35
36     </td></tr></table>
37     </td></tr>
38
39     <tr>
40     <td colspan=2>
41
42     <script language="Javascript" type="text/javascript">
43     var asin = 'B00005REI5';
44     var rating = 0;
45     var isOwned = 0;
46     var notInterested = 0;
47     var excluded = 0;
48     savedExcluded[asin] = excluded;
49     savedRatings[asin] = rating;
50     savedNotInterested[asin] = notInterested;
51     savedIsOwned[asin] = isOwned;
52     </script>
53
54     <div style="padding-left: 5px; padding-bottom: 3px">
55     <nobr>
56

```

```
1 <script language="Javascript1.1" type="text/javascript">
2 <!--
3
4 var bulbing = "";
5 var tooltip = "We recommend this item for you. Click to see why.";
6 var whyWindowUrl = "/exec/obidos/tg/stores/recs/rate-this-asin/-
7 /B00005REI5/instant-recs/ref=pd_rate_lk_instant-recs_nb/103-5719040-
8 0699022";
9 var whyLinkText = "Why was I recommended this?";
10 var trailingParen = "";
11 amz_js_WriteRatingsLink()
12 //-->
13 </script>
14 </nobr>
15
16 <script language="Javascript1.1" type="text/javascript">
17 <!--
18
19 document.write("<span class=small>");
20
21 document.write("</span>");
22 //-->
23 </script>
24
25 </div>
26
27 <table cellpadding="0" cellspacing="0" style="border: 1px solid #CECF9C;">
28 <tr>
29 <td><script language="Javascript">amz_js_showMessages(asin);</script></td>
30 <td><script language="Javascript">amz_js_showStars(asin, rating);</script>
31 </td>
32 <td>
33
34 <script language="Javascript">amz_js_showDpIsOwned(asin,
35 isOwned);</script>
36
37 </td>
38 <td>
39 <script language="Javascript">amz_js_showHistoryNotInterested(asin,
40 notInterested);</script>
41 </td>
42
43 <noscript>
44
45 <td>
46
47 <table border=0 width=100% cellpadding=4 cellspacing=0>
48 <tr bgcolor=#EEEECC>
49
50 <form method=post action=/exec/obidos/instant-recs/pd_ys_ir_all_own/103-
51 5719040-0699022>
52
53 <input type=hidden name=use-new-form value=true>
54 <input type=hidden name=return.header-type value=i-own-it>
55 <input type=hidden name=rating.source value=ir>
56 <input type=hidden name=rating.asin.1 value="B00005REI5">
```

```

1      <input type=hidden name=rating.owned.1 value=OWN>
2      <input type=hidden name=template-name value="tg/stores/your/store-home/-
3      /0/all/0/1">
4      <input type=hidden name=return.index.begin value=>
5
6      <td width=58 >
7
8      <input type="image" value="I own it" name="i-own-it" src="http://g-
9      images.amazon.com/images/G/01/x-locale/common/buttons/i-own-it-blue.gif"
10     border="0" width=58 height=19 align="absmiddle">
11
12     </td>
13 </form>
14
15 <form method=post action=/exec/obidos/instant-recs/pd_ys_ir_all_ni/103-
16 5719040-0699022>
17
18 <td width=94 >
19 <input type=hidden name=template-name value="tg/stores/your/store-home/-
20 /0/all/0/1">
21 <input type=hidden name=use-new-form value=true>
22 <input type=hidden name=rating.source value=ir>
23 <input type=hidden name=rating.notinterested.1 value=notinterested>
24 <input type=hidden name=rating.asin.1 value="B00005REI5">
25 <input type=hidden name=return.header-type value=not-interested>
26 <input type=hidden name=return.index.begin value=>
27 <input type="image" value="Not interested" name="not-interested"
28 src="http://g-images.amazon.com/images/G/01/x-locale/common/buttons/not-
29 interested-blue.gif" border="0" width=94 height=19 align="absmiddle">
30
31 </td>
32 </form>
33
34 <td align=right width=100%>
35
36 <a href=/exec/obidos/tg/recs/ir-why/-
37 /books//regular/none/B00005REI5/0/1/pc/none/3/ref=pd_ir_why/103-5719040-
38 0699022><span class="small">Why was I recommended this?</span></a>
39
40 </td>
41 </tr>
42 </table>
43 </td>
44 </noscript>
45 </tr>
46 </table>
47 </td></tr>
48
49 <tr>
50 <td colspan=3><hr noshade size=1 color=#cccc99 class=divider></td>
51 </tr>
52
53 <tr id="gut-row-3" valign="top">
54
55 <td rowspan=3>
56 <table border=0 cellpadding=0 cellspacing=0 width=100% class=small>

```

```
1      <tr valign=top>
2
3      <td align=left><b class=small>3&#46;&nbsp;</b></td>
4
5      <td><center>
6
7      <a href=/exec/obidos/tg/detail/-/B00005RZ8F/ref=pd_ys_ir_all_3/103-
8      5719040-0699022?v=glance&s=books>
9
10     </a>
12
13     <br clear=all />
14
15     <table><tr><td align=center class=tiny><a href="/exec/obidos/tg/sim-
16     explorer/explore-items/-/B00005RZ8F/0/ref=pd_sexpl_r_b/103-5719040-
17     0699022" onclick="amz_js_PopWin('/exec/obidos/tg/sim-explorer/explore-
18     items-lite/-/B00005RZ8F/0/ref=pd_sexpl_r_b/103-5719040-
19     0699022','amz_rel_items','width=600,height=450,toolbar=no,resizable=yes,sc
20     rollbars=yes,status=no');return false;">See related
21     items</a></td></tr></table>
22
23     </td></tr></table>
24     </td>
25     <td colspan=2 width=100% class=small valign=middle>
26
27     <font face=verdana,arial,helvetica>
28
29     <a href=/exec/obidos/tg/detail/-/B00005RZ8F/ref=pd_ys_ir_all_3/103-
30     5719040-0699022?v=glance&s=books><b>Organigraphs: Drawing How Companies
31     Really Work [DOWNLOAD: PDF]</b></a>
32
33     </font>
34
35     <br>
36
37     <font face=verdana,arial,helvetica size=-1>by Henry Mintzberg, Ludo Van
38     der Heyden</font><br>
39
40     Publication Date: January 29, 2005
41
42     <br>
43
44     </font>
45     </td>
46     </tr>
47
48     <tr valign="top"><td>
49     <font face=verdana,arial,helvetica size=-1>
50
51     <b>Our Price:</b>
52     <b class=price>
53     <span class=small>
54     $6.00
55     </span>
56     </b>
```

HTML associated with Amazon.com "Recommended for Peter M Martin" page (Exhibit 42)

```

1      &nbsp;
2      </font>
3      </td>
4      <td>
5
6      <table><tr><td>
7
8      <form style="margin-bottom:0;" method="POST"
9      action="http://www.amazon.com/gp/legacy-handle-buy-box.html/103-5719040-
10     0699022" >
11
12     <input type="hidden" name="coliid" value="">
13     <input type="hidden" name="colid" value="">
14     <input type="hidden" name="asin.B00005RZ8F" value="1">
15     <input type="hidden" name="store-name" value=ebooks>
16     <input type="image" value="Add to Shopping Cart" name="submit.add-to-cart"
17     src=http://g-images.amazon.com/images/G/01/buttons/add-to-cart-yellow-
18     short.gif border=0 width=113 height=23 >
19     </form>
20
21     </td></tr></table>
22     </td></tr>
23
24     <tr>
25     <td colspan=2>
26
27     <script language="Javascript" type="text/javascript">
28     var asin = 'B00005RZ8F';
29     var rating = 0;
30     var isOwned = 0;
31     var notInterested = 0;
32     var excluded = 0;
33     savedExcluded[asin] = excluded;
34     savedRatings[asin] = rating;
35     savedNotInterested[asin] = notInterested;
36     savedIsOwned[asin] = isOwned;
37     </script>
38
39     <div style="padding-left: 5px; padding-bottom: 3px">
40     <nobr>
41
42     <script language="Javascript1.1" type="text/javascript">
43     <!--
44
45     var bulbing = "";
46     var tooltip = "We recommend this item for you. Click to see why.";
47     var whyWindowUrl = "/exec/obidos/tg/stores/recs/rate-this-asin/-
48     /B00005RZ8F/instant-recs/ref=pd_rate_lk_instant-recs_nb/103-5719040-
49     0699022";
50     var whyLinkText = "Why was I recommended this?";
51     var trailingParen = "";
52     amz_js_WriteRatingsLink()
53     //-->
54     </script>
55     </nobr>
56

```

```

1      <script language="Javascript1.1" type="text/javascript">
2      <!--
3      document.write("<span class=small>");
4      document.write("</span>");
5      //-->
6      </script>
7
8      </div>
9
10     <table cellspacing="0" cellpadding="0" style="border: 1px solid #CECF9C;">
11     <tr>
12     <td><script language="Javascript">amz_js_showMessages(asin);</script></td>
13     <td><script language="Javascript">amz_js_showStars(asin, rating);</script>
14     </td>
15     <td>
16
17     <script language="Javascript">amz_js_showDpIsOwned(asin,
18     isOwned);</script>
19
20     </td>
21     <td>
22     <script language="Javascript">amz_js_showHistoryNotInterested(asin,
23     notInterested);</script>
24     </td>
25     <noscript>
26     <td>
27
28     <table border=0 width=100% cellpadding=4 cellspacing=0>
29     <tr bgcolor=#EEEECC>
30
31     <form method=post action=/exec/obidos/instant-recs/pd_ys_ir_all_own/103-
32     5719040-0699022>
33
34     <input type=hidden name=use-new-form value=true>
35     <input type=hidden name=return.header-type value=i-own-it>
36     <input type=hidden name=rating.source value=ir>
37     <input type=hidden name=rating.asin.1 value="B00005RZ8F">
38     <input type=hidden name=rating.owned.1 value=OWN>
39     <input type=hidden name=template-name value="tg/stores/your/store-home/-
40     /0/all/0/1">
41     <input type=hidden name=return.index.begin value=>
42
43     <td width=58 >
44
45     <input type="image" value="I own it" name="i-own-it" src="http://g-
46     images.amazon.com/images/G/01/x-locale/common/buttons/i-own-it-blue.gif"
47     border="0" width=58 height=19 align="absmiddle">
48
49     </td>
50     </form>
51
52     <form method=post action=/exec/obidos/instant-recs/pd_ys_ir_all_ni/103-
53     5719040-0699022>
54
55     <td width=94 >

```

```

1      <input type=hidden name=template-name value="tg/stores/your/store-home/-
2      /0/all/0/1">
3      <input type=hidden name=use-new-form value=true>
4      <input type=hidden name=rating.source value=ir>
5      <input type=hidden name=rating.notinterested.1 value=notinterested>
6      <input type=hidden name=rating.asin.1 value="B00005RZ8F">
7      <input type=hidden name=return.header-type value=not-interested>
8      <input type=hidden name=return.index.begin value=>
9      <input type="image" value="Not interested" name="not-interested"
10     src="http://g-images.amazon.com/images/G/01/x-locale/common/buttons/not-
11     interested-blue.gif" border="0" width=94 height=19 align="absmiddle">
12
13     </td>
14 </form>
15
16 <td align=right width=100%>
17
18 <a href=/exec/obidos/tg/recs/ir-why/-
19 /books//regular/none/B00005RZ8F/0/1/pc/none/3/ref=pd_ir_why/103-5719040-
20 0699022><span class="small">Why was I recommended this?</span></a>
21
22 </td>
23 </tr>
24 </table>
25 </td>
26 </noscript>
27 </tr>
28 </table>
29 </td></tr>
30
31 <tr>
32 <td colspan=3><hr noshade size=1 color=#cccc99 class=divider></td>
33 </tr>
34
35 <tr id="gut-row-4" valign="top">
36
37 <td rowspan=3>
38 <table border=0 cellpadding=0 cellspacing=0 width=100% class=small>
39 <tr valign=top>
40 <td align=left><b class=small>4&#46;&nbsp;</b></td>
41 <td><center>
42
43 <a href=/exec/obidos/tg/detail/-/B00005REIE/ref=pd_ys_ir_all_4/103-
44 5719040-0699022?v=glance&s=books>
45
46 </a>
48
49 <br clear=all />
50
51 <table><tr><td align=center class=tiny><a href="/exec/obidos/tg/sim-
52 explorer/explore-items/-/B00005REIE/0/ref=pd_sexpl_r_b/103-5719040-
53 0699022" onclick="amz_js_PopWin('/exec/obidos/tg/sim-explorer/explore-
54 items-lite/-/B00005REIE/0/ref=pd_sexpl_r_b/103-5719040-
55 0699022','amz_rel_items','width=600,height=450,toolbar=no,resizable=yes,sc

```

```
1      rollbars=yes,status=no');return false;">See related
2      items</a></td></tr></table>
3
4      </td></tr></table>
5      </td>
6
7      <td colspan=2 width=100% class=small valign=middle>
8      <font face=verdana,arial,helvetica>
9      <a href=/exec/obidos/tg/detail/-/B00005REIE/ref=pd_ys_ir_all_4/103-
10     5719040-0699022?v=glance&s=books><b>Strategy as Simple Rules (HBR OnPoint
11     Enhanced Edition) [DOWNLOAD: PDF]</b></a>
12     </font>
13
14     <br>
15
16     <font face=verdana,arial,helvetica size=-1>by Kathleen M. Eisenhardt,
17     Donald Sull</font><br>
18
19     Average Customer Review&#58;
20
21     
24
25     <br>
26
27     Publication Date: January 29, 2005
28
29     <br>
30
31     </font>
32     </td>
33     </tr>
34
35     <tr valign="top"><td>
36     <font face=verdana,arial,helvetica size=-1>
37
38     <b>Our Price:</b>
39     <b class=price>
40     <span class=small>
41     $7.00
42     </span>
43     </b>
44     &nbsp;
45     </font>
46     </td>
47     <td>
48
49     <table><tr><td>
50
51     <form style="margin-bottom:0;" method="POST"
52     action="http://www.amazon.com/gp/legacy-handle-buy-box.html/103-5719040-
53     0699022" >
54
55     <input type="hidden" name="coliid" value="">
56     <input type="hidden" name="colid" value="">
```


HTML associated with Amazon.com "Recommended for Peter M Martin" page (Exhibit 42)

```

1      <input type="hidden" name="asin.B00005REIE" value="1">
2      <input type="hidden" name="store-name" value=ebooks>
3      <input type="image" value="Add to Shopping Cart" name="submit.add-to-cart"
4      src=http://g-images.amazon.com/images/G/01/buttons/add-to-cart-yellow-
5      short.gif border=0 width=113 height=23 >
6      </form>
7
8      </td></tr></table>
9
10     </td></tr>
11
12     <tr>
13     <td colspan=2>
14
15         <script language="Javascript" type="text/javascript">
16         var asin = 'B00005REIE';
17         var rating = 0;
18         var isOwned = 0;
19         var notInterested = 0;
20         var excluded = 0;
21         savedExcluded[asin] = excluded;
22         savedRatings[asin] = rating;
23         savedNotInterested[asin] = notInterested;
24         savedIsOwned[asin] = isOwned;
25         </script>
26
27         <div style="padding-left: 5px; padding-bottom: 3px">
28
29         <nobr>
30
31         <script language="Javascript1.1" type="text/javascript">
32         <!--
33
34         var bulbing = "";
35         var tooltip = "We recommend this item for you. Click to see why.";
36         var whyWindowUrl = "/exec/obidos/tg/stores/recs/rate-this-asin/-
37         /B00005REIE/instant-recs/ref=pd_rate_lk_instant-recs_nb/103-5719040-
38         0699022";
39         var whyLinkText = "Why was I recommended this?";
40         var trailingParen = "";
41         amz_js_WriteRatingsLink()
42         //-->
43         </script>
44
45         </nobr>
46
47         <script language="Javascript1.1" type="text/javascript">
48         <!--
49         document.write("<span class=small>");
50         document.write("</span>");
51         //-->
52         </script>
53         </div>
54
55     <table cellspacing="0" cellpadding="0" style="border: 1px solid #CECF9C;">
56     <tr>

```

```

1      <td><script language="Javascript">amz_js_showMessages(asin);</script></td>
2      <td><script language="Javascript">amz_js_showStars(asin, rating);</script>
3      </td>
4      <td>
5
6      <script language="Javascript">amz_js_showDpIsOwned(asin,
7      isOwned);</script>
8
9      </td>
10     <td>
11     <script language="Javascript">amz_js_showHistoryNotInterested(asin,
12     notInterested);</script>
13     </td>
14
15     <noscript>
16     <td>
17
18     <table border=0 width=100% cellpadding=4 cellspacing=0>
19     <tr bgcolor=#EEEECC>
20
21     <form method=post action=/exec/obidos/instant-recs/pd_ys_ir_all_own/103-
22     5719040-0699022>
23
24     <input type=hidden name=use-new-form value=true>
25     <input type=hidden name=return.header-type value=i-own-it>
26     <input type=hidden name=rating.source value=ir>
27     <input type=hidden name=rating.asin.1 value="B00005REIE">
28     <input type=hidden name=rating.owned.1 value=OWN>
29     <input type=hidden name=template-name value="tg/stores/your/store-home/-
30     /0/all/0/1">
31     <input type=hidden name=return.index.begin value=>
32
33     <td width=58 >
34
35     <input type="image" value="I own it" name="i-own-it" src="http://g-
36     images.amazon.com/images/G/01/x-locale/common/buttons/i-own-it-blue.gif"
37     border="0" width=58 height=19 align="absmiddle">
38
39     </td>
40     </form>
41
42     <form method=post action=/exec/obidos/instant-recs/pd_ys_ir_all_ni/103-
43     5719040-0699022>
44
45     <td width=94 >
46     <input type=hidden name=template-name value="tg/stores/your/store-home/-
47     /0/all/0/1">
48
49     <input type=hidden name=use-new-form value=true>
50     <input type=hidden name=rating.source value=ir>
51     <input type=hidden name=rating.notinterested.1 value=notinterested>
52     <input type=hidden name=rating.asin.1 value="B00005REIE">
53     <input type=hidden name=return.header-type value=not-interested>
54     <input type=hidden name=return.index.begin value=>

```

HTML associated with Amazon.com "Recommended for Peter M. Martin" page (Exhibit 42)

```

1      <input type="image" value="Not interested" name="not-interested"
2      src="http://g-images.amazon.com/images/G/01/x-locale/common/buttons/not-
3      interested-blue.gif" border="0" width=94 height=19 align="absmiddle">
4
5      </td>
6      </form>
7
8      <td align=right width=100%>
9
10     <a href=/exec/obidos/tg/recs/ir-why/-
11     /books//regular/none/B00005REIE/0/1/pc/none/3/ref=pd_ir_why/103-5719040-
12     0699022><span class="small">Why was I recommended this?</span></a>
13
14     </td>
15     </tr>
16     </table>
17     </td>
18     </noscript>
19     </tr>
20     </table>
21     </td></tr>
22
23     <tr>
24     <td colspan=3><hr noshade size=1 color=#cccc99 class=divider></td>
25     </tr>
26
27     <tr id="gut-row-5" valign="top">
28
29     <td rowspan=3>
30     <table border=0 cellpadding=0 cellspacing=0 width=100% class=small>
31     <tr valign=top>
32     <td align=left><b class=small>5&#46;&nbsp;</b></td>
33     <td><center>
34
35     <a href=/exec/obidos/tg/detail/-/B00005REKP/ref=pd_ys_ir_all_5/103-
36     5719040-0699022?v=glance&s=books>
37
38     </a>
40
41     <br clear=all />
42
43     <table><tr><td align=center class=tiny><a href="/exec/obidos/tg/sim-
44     explorer/explore-items/-/B00005REKP/0/ref=pd_sexpl_r_b/103-5719040-
45     0699022" onclick="amz_js_PopWin('/exec/obidos/tg/sim-explorer/explore-
46     items-lite/-/B00005REKP/0/ref=pd_sexpl_r_b/103-5719040-
47     0699022','amz_rel_items','width=600,height=450,toolbar=no,resizable=yes,sc
48     rollbars=yes,status=no');return false;">See related
49     items</a></td></tr></table>
50
51     </td></tr></table>
52     </td>
53     <td colspan=2 width=100% class=small valign=middle>
54
55     <font face=verdana,arial,helvetica>
56

```

```

1      <a href=/exec/obidos/tg/detail/-/B000005REKP/ref=pd_ys_ir_all_5/103-
2      5719040-0699022?v=glance&s=books><b>Organization Design: Fashion or Fit?
3      [DOWNLOAD: PDF]</b></a>
4
5      </font>
6
7      <br>
8
9      <font face=verdana,arial,helvetica size=-1>by Henry Mintzberg</font><br>
10     Average Customer Review&#58;
11
12     
15
16     <br>
17     Publication Date: January 29, 2005
18     <br>
19     </font>
20     </td>
21     </tr>
22
23     <tr valign="top"><td>
24     <font face=verdana,arial,helvetica size=-1>
25
26     <b>Our Price:</b>
27     <b class=price>
28     <span class=small>
29     $6.00
30     </span>
31     </b>
32     &nbsp;
33     </font>
34
35     </td>
36     <td>
37
38     <table><tr><td>
39
40     <form style="margin-bottom:0;" method="POST"
41     action="http://www.amazon.com/gp/legacy-handle-buy-box.html/103-5719040-
42     0699022" >
43
44     <input type="hidden" name="coliid" value="">
45     <input type="hidden" name="colid" value="">
46     <input type="hidden" name="asin.B000005REKP" value="1">
47     <input type="hidden" name="store-name" value=ebooks>
48     <input type="image" value="Add to Shopping Cart" name="submit.add-to-cart"
49     src=http://g-images.amazon.com/images/G/01/buttons/add-to-cart-yellow-
50     short.gif border=0 width=113 height=23 >
51     </form>
52     </td></tr></table>
53     </td></tr>
54
55     <tr>
56     <td colspan=2>

```

HTML associated with Amazon.com "Recommended for Peter M Martin" page (Exhibit 42)

```

1
2 <script language="Javascript" type="text/javascript">
3 var asin = 'B00005REKP';
4 var rating = 0;
5 var isOwned = 0;
6 var notInterested = 0;
7 var excluded = 0;
8 savedExcluded[asin] = excluded;
9 savedRatings[asin] = rating;
10 savedNotInterested[asin] = notInterested;
11 savedIsOwned[asin] = isOwned;
12 </script>
13
14 <div style="padding-left: 5px; padding-bottom: 3px">
15 <noabr>
16
17 <script language="Javascript1.1" type="text/javascript">
18 <!--
19 var bulbing = "";
20 var tooltip = "We recommend this item for you. Click to see why.";
21 var whyWindowUrl = "/exec/obidos/tg/stores/recs/rate-this-asin/-
22 /B00005REKP/instant-recs/ref=pd_rate_lk_instant-recs_nb/103-5719040-
23 0699022";
24 var whyLinkText = "Why was I recommended this?";
25 var trailingParen = "";
26 amz_js_WriteRatingsLink()
27 //-->
28 </script>
29 </noabr>
30
31 <script language="Javascript1.1" type="text/javascript">
32 <!--
33 document.write("<span class=small>");
34 document.write("</span>");
35 //-->
36 </script>
37 </div>
38
39 <table cellpadding="0" cellspacing="0" style="border: 1px solid #CECF9C;">
40 <tr>
41 <td><script language="Javascript">amz_js_showMessages(asin);</script></td>
42 <td><script language="Javascript">amz_js_showStars(asin, rating);</script>
43 </td>
44 <td>
45
46 <script language="Javascript">amz_js_showDpIsOwned(asin,
47 isOwned);</script>
48
49 </td>
50 <td>
51 <script language="Javascript">amz_js_showHistoryNotInterested(asin,
52 notInterested);</script>
53 </td>
54
55 <noscript>
56

```

```

1      <td>
2
3      <table border=0 width=100% cellpadding=4 cellspacing=0>
4      <tr bgcolor=#EEEECC>
5
6      <form method=post action=/exec/obidos/instant-recs/pd_ys_ir_all_own/103-
7      5719040-0699022>
8
9      <input type=hidden name=use-new-form value=true>
10     <input type=hidden name=return.header-type value=i-own-it>
11     <input type=hidden name=rating.source value=ir>
12     <input type=hidden name=rating.asin.1 value="B00005REKP">
13     <input type=hidden name=rating.owned.1 value=OWN>
14     <input type=hidden name=template-name value="tg/stores/your/store-home/-
15     /0/all/0/1">
16     <input type=hidden name=return.index.begin value=>
17
18     <td width=58 >
19
20     <input type="image" value="I own it" name="i-own-it" src="http://g-
21     images.amazon.com/images/G/01/x-locale/common/buttons/i-own-it-blue.gif"
22     border="0" width=58 height=19 align="absmiddle">
23
24     </td>
25     </form>
26
27     <form method=post action=/exec/obidos/instant-recs/pd_ys_ir_all_ni/103-
28     5719040-0699022>
29
30     <td width=94 >
31     <input type=hidden name=template-name value="tg/stores/your/store-home/-
32     /0/all/0/1">
33     <input type=hidden name=use-new-form value=true>
34     <input type=hidden name=rating.source value=ir>
35     <input type=hidden name=rating.notinterested.1 value=notinterested>
36     <input type=hidden name=rating.asin.1 value="B00005REKP">
37     <input type=hidden name=return.header-type value=not-interested>
38     <input type=hidden name=return.index.begin value=>
39     <input type="image" value="Not interested" name="not-interested"
40     src="http://g-images.amazon.com/images/G/01/x-locale/common/buttons/not-
41     interested-blue.gif" border="0" width=94 height=19 align="absmiddle">
42
43     </td>
44     </form>
45
46     <td align=right width=100%>
47
48     <a href=/exec/obidos/tg/recs/ir-why/-
49     /books//regular/none/B00005REKP/0/1/pc/none/3/ref=pd_ir_why/103-5719040-
50     0699022><span class="small">Why was I recommended this?</span></a>
51
52     </td>
53     </tr>
54     </table>
55     </td>
56     </noscript>

```

HTML associated with Amazon.com "Recommended for Peter M Martin" page (Exhibit 42)

```

1      </tr>
2      </table>
3      </td></tr>
4
5      <tr>
6      <td colspan=3><hr noshade size=1 color=#cccc99 class=divider></td>
7      </tr>
8
9      <tr id="gut-row-6" valign="top">
10
11      <td rowspan=3>
12      <table border=0 cellpadding=0 cellspacing=0 width=100% class=small>
13      <tr valign=top>
14
15      <td align=left><b class=small>6&#46;&nbsp;</b></td>
16
17      <td><center>
18
19      <a href=/exec/obidos/tg/detail/-/1578513308/ref=pd_ys_ir_all_6/103-
20      5719040-0699022?v=glance&s=books>
21
22      </a>
26
27      <br clear=all />
28
29      <table><tr><td align=center class=tiny><a href="/exec/obidos/tg/sim-
30      explorer/explore-items/-/1578513308/0/ref=pd_sexpl_r_b/103-5719040-
31      0699022" onclick="amz_js_PopWin('/exec/obidos/tg/sim-explorer/explore-
32      items-lite/-/1578513308/0/ref=pd_sexpl_r_b/103-5719040-
33      0699022','amz_rel_items','width=600,height=450,toolbar=no,resizable=yes,sc
34      rollbars=yes,status=no');return false;">See related
35      items</a></td></tr></table>
36
37      </td></tr></table>
38      </td>
39      <td colspan=2 width=100% class=small valign=middle>
40
41      <font face=verdana,arial,helvetica>
42
43      <a href=/exec/obidos/tg/detail/-/1578513308/ref=pd_ys_ir_all_6/103-
44      5719040-0699022?v=glance&s=books><b>Cultivating Communities of
45      Practice</b></a>
46
47      </font>
48
49      <br>
50
51      <font face=verdana,arial,helvetica size=-1>by Etienne Wenger, et
52      al</font><br>
53
54      Average Customer Review&#58;
55

```

```

1      
4
5      <br>
6
7      Publication Date: March 15, 2002
8
9      <br>
10
11     </font>
12 </td>
13 </tr>
14
15 <tr valign="top"><td>
16 <font face=verdana,arial,Helvetica size=-1>
17
18 <b>Our Price: <font color=#990000>$18.87</font></b>&nbsp;
19
20 <a href=http://www.amazon.com/exec/obidos/tg/stores/offering/list/-
21 /1578513308/all/ref=pd_ys_ir_all_used/103-5719040-0699022><span
22 class=small><b>Used &amp; new</b></span></a>
23
24 <span class=tiny>from</span> <span class=price>$19.00</span>
25
26 </font>
27 </td>
28 <td>
29
30 <table><tr><td>
31
32 <form style="margin-bottom:0;" method="POST"
33 action="http://www.amazon.com/gp/legacy-handle-buy-box.html/103-5719040-
34 0699022" >
35
36 <input type="hidden" name="coliid" value="">
37 <input type="hidden" name="colid" value="">
38 <input type="hidden" name="asin.1578513308" value="1">
39 <input type="hidden" name="store-name" value=books>
40 <input type="image" value="Add to Shopping Cart" name="submit.add-to-cart"
41 src=http://g-images.amazon.com/images/G/01/buttons/add-to-cart-yellow-
42 short.gif border=0 width=113 height=23 >
43 <input type="image" value="Add to Wish List" name="submit.add-to-
44 registry.wishlist" src=http://g-images.amazon.com/images/G/01/buttons/add-
45 to-wl-yellow.gif border="0" height=23 width=113 >
46 </form>
47
48 </td></tr></table>
49
50 </td></tr>
51
52 <tr>
53 <td colspan=2>
54
55 <script language="Javascript" type="text/javascript">
56 var asin = '1578513308';

```


HTML associated with Amazon.com "Recommended for Peter M. Martin" page (Exhibit 42)

```

1    var rating = 0;
2    var isOwned = 0;
3    var notInterested = 0;
4    var excluded = 0;
5    savedExcluded[asin] = excluded;
6    savedRatings[asin] = rating;
7    savedNotInterested[asin] = notInterested;
8    savedIsOwned[asin] = isOwned;
9    </script>
10
11    <div style="padding-left: 5px; padding-bottom: 3px">
12
13    <nobr>
14
15    <script language="Javascript1.1" type="text/javascript">
16    <!--
17    var bulbing = "";
18    var tooltip = "We recommend this item for you. Click to see why.";
19    var whyWindowUrl = "/exec/obidos/tg/stores/recs/rate-this-asin/-
20    /1578513308/instant-recs/ref=pd_rate_lk_instant-recs_nb/103-5719040-
21    0699022";
22    var whyLinkText = "Why was I recommended this?";
23    var trailingParen = "";
24    amz_js_WriteRatingsLink()
25    //-->
26    </script>
27    </nobr>
28
29    <script language="Javascript1.1" type="text/javascript">
30    <!--
31    document.write("<span class=small>");
32    document.write("</span>");
33    //-->
34    </script>
35    </div>
36
37    <table cellspacing="0" cellpadding="0" style="border: 1px solid #CECF9C;">
38    <tr>
39    <td><script language="Javascript">amz_js_showMessages(asin);</script></td>
40    <td><script language="Javascript">amz_js_showStars(asin, rating);</script>
41    </td>
42    <td>
43
44    <script language="Javascript">amz_js_showDpIsOwned(asin,
45    isOwned);</script>
46
47    </td>
48    <td>
49    <script language="Javascript">amz_js_showHistoryNotInterested(asin,
50    notInterested);</script>
51    </td>
52
53    <noscript>
54    <td>
55    <table border=0 width=100% cellpadding=4 cellspacing=0>
56    <tr bgcolor=#EEEECC>

```

```

1
2 <form method=post action=/exec/obidos/instant-recs/pd_ys_ir_all_own/103-
3 5719040-0699022>
4

```

```

5 <input type=hidden name=use-new-form value=true>
6 <input type=hidden name=return.header-type value=i-own-it>
7 <input type=hidden name=rating.source value=ir>
8 <input type=hidden name=rating.asin.1 value="1578513308">
9 <input type=hidden name=rating.owned.1 value=OWN>
10 <input type=hidden name=template-name value="tg/stores/your/store-home/-
11 /0/all/0/1">
12 <input type=hidden name=return.index.begin value=>
13

```

```

14 <td width=58 >
15

```

```

16 <input type="image" value="I own it" name="i-own-it" src="http://g-
17 images.amazon.com/images/G/01/x-locale/common/buttons/i-own-it-blue.gif"
18 border="0" width=58 height=19 align="absmiddle">
19

```

```

20 </td>
21 </form>
22

```

```

23 <form method=post action=/exec/obidos/instant-recs/pd_ys_ir_all_ni/103-
24 5719040-0699022>
25

```

```

26 <td width=94 >
27 <input type=hidden name=template-name value="tg/stores/your/store-home/-
28 /0/all/0/1">
29 <input type=hidden name=use-new-form value=true>
30 <input type=hidden name=rating.source value=ir>
31 <input type=hidden name=rating.notinterested.1 value=notinterested>
32 <input type=hidden name=rating.asin.1 value="1578513308">
33 <input type=hidden name=return.header-type value=not-interested>
34 <input type=hidden name=return.index.begin value=>
35 <input type="image" value="Not interested" name="not-interested"
36 src="http://g-images.amazon.com/images/G/01/x-locale/common/buttons/not-
37 interested-blue.gif" border="0" width=94 height=19 align="absmiddle">
38 </td>
39 </form>
40

```

```

41 <td align=right width=100%>
42

```

```

43 <a href=/exec/obidos/tg/recs/ir-why/-
44 /books//regular/none/1578513308/0/1/pc/none/3/ref=pd_ir_why/103-5719040-
45 0699022><span class="small">Why was I recommended this?</span></a>
46

```

```

47 </td>
48 </tr>
49 </table>
50 </td>
51 </noscript>
52 </tr>
53 </table>
54 </td></tr>
55
56 <tr>

```

```

1      <td colspan=3><hr noshade size=1 color=#cccc99 class=divider></td>
2      </tr>
3
4      <tr id="gut-row-7" valign="top">
5
6      <td rowspan=3>
7      <table border=0 cellpadding=0 cellspacing=0 width=100% class=small>
8      <tr valign=top>
9
10     <td align=left><b class=small>7&#46;&nbsp;</b></td>
11     <td><center>
12
13     <a href=/exec/obidos/tg/detail/-/B00005RZ1N/ref=pd_ys_ir_all_7/103-
14     5719040-0699022?v=glance&s=books>
15
16     </a>
18
19     <br clear=all />
20
21     <table><tr><td align=center class=tiny><a href="/exec/obidos/tg/sim-
22     explorer/explore-items/-/B00005RZ1N/0/ref=pd_sexpl_r_b/103-5719040-
23     0699022" onclick="amz_js_PopWin('/exec/obidos/tg/sim-explorer/explore-
24     items-lite/-/B00005RZ1N/0/ref=pd_sexpl_r_b/103-5719040-
25     0699022','amz_rel_items','width=600,height=450,toolbar=no,resizable=yes,sc
26     rollbars=yes,status=no');return false;">See related
27     items</a></td></tr></table>
28
29     </td></tr></table>
30     </td>
31     <td colspan=2 width=100% class=small valign=middle>
32
33     <font face=verdana,arial,helvetica>
34
35     <a href=/exec/obidos/tg/detail/-/B00005RZ1N/ref=pd_ys_ir_all_7/103-
36     5719040-0699022?v=glance&s=books><b>From Competitive Advantage to
37     Corporate Strategy [DOWNLOAD: PDF]</b></a>
38
39     </font>
40
41     <br>
42
43     <font face=verdana,arial,helvetica size=-1>by Michael E. Porter</font><br>
44
45     Average Customer Review&#58;
46
47     
50
51     <br>
52     Publication Date: January 29, 2005
53     <br>
54     </font>
55     </td>
56     </tr>

```

```
1
2 <tr valign="top"><td>
3 <font face=verdana,arial,helvetica size=-1>
4
5 <b>Our Price:</b>
6 <b class=price>
7
8 <span class=small>
9 $6.00
10 </span>
11 </b>
12 &nbsp;
13 </font>
14 </td>
15 <td>
16
17 <table><tr><td>
18
19 <form style="margin-bottom:0;" method="POST"
20 action="http://www.amazon.com/gp/legacy-handle-buy-box.html/103-5719040-
21 0699022" >
22
23 <input type="hidden" name="coliid" value="">
24 <input type="hidden" name="colid" value="">
25 <input type="hidden" name="asin.B00005RZ1N" value="1">
26 <input type="hidden" name="store-name" value=ebooks>
27 <input type="image" value="Add to Shopping Cart" name="submit.add-to-cart"
28 src=http://g-images.amazon.com/images/G/01/buttons/add-to-cart-yellow-
29 short.gif border=0 width=113 height=23 >
30 </form>
31 </td></tr></table>
32 </td></tr>
33
34 <tr>
35 <td colspan=2>
36
37 <script language="Javascript" type="text/javascript">
38 var asin = 'B00005RZ1N';
39 var rating = 0;
40 var isOwned = 0;
41 var notInterested = 0;
42 var excluded = 0;
43 savedExcluded[asin] = excluded;
44 savedRatings[asin] = rating;
45 savedNotInterested[asin] = notInterested;
46 savedIsOwned[asin] = isOwned;
47 </script>
48
49 <div style="padding-left: 5px; padding-bottom: 3px">
50 <nobr>
51
52 <script language="Javascript1.1" type="text/javascript">
53 <!--
54 var bulbing = "";
55 var tooltip = "We recommend this item for you. Click to see why.";
```

HTML associated with Amazon.com "Recommended for Peter M Martin" page (Exhibit 42)

```

1    var whyWindowUrl = "/exec/obidos/tg/stores/recs/rate-this-asin/-
2    /B00005RZ1N/instant-recs/ref=pd_rate_lk_instant-recs_nb/103-5719040-
3    0699022";
4    var whyLinkText = "Why was I recommended this?";
5    var trailingParen = "";
6    amz_js_WriteRatingsLink()
7    //-->
8    </script>
9    </nobr>
10
11    <script language="Javascript1.1" type="text/javascript">
12    <!--
13    document.write("<span class=small>");
14    document.write("</span>");
15    //-->
16    </script>
17    </div>
18
19    <table cellpadding="0" cellspacing="0" style="border: 1px solid #CECF9C;">
20    <tr>
21    <td><script language="Javascript">amz_js_showMessages(asin);</script></td>
22    <td><script language="Javascript">amz_js_showStars(asin, rating);</script>
23    </td>
24    <td>
25
26    <script language="Javascript">amz_js_showDpIsOwned(asin,
27    isOwned);</script>
28
29    </td>
30    <td>
31    <script language="Javascript">amz_js_showHistoryNotInterested(asin,
32    notInterested);</script>
33    </td>
34
35    <noscript>
36
37    <td>
38
39    <table border=0 width=100% cellpadding=4 cellspacing=0>
40    <tr bgcolor=#EEEECC>
41
42    <form method=post action=/exec/obidos/instant-recs/pd_ys_ir_all_own/103-
43    5719040-0699022>
44
45    <input type=hidden name=use-new-form value=true>
46    <input type=hidden name=return.header-type value=i-own-it>
47    <input type=hidden name=rating.source value=ir>
48    <input type=hidden name=rating.asin.1 value="B00005RZ1N">
49    <input type=hidden name=rating.owned.1 value=OWN>
50    <input type=hidden name=template-name value="tg/stores/your/store-home/-
51    /0/all/0/1">
52    <input type=hidden name=return.index.begin value=>
53
54    <td width=58 >
55

```

```

1      <input type="image" value="I own it" name="i-own-it" src="http://g-
2      images.amazon.com/images/G/01/x-locale/common/buttons/i-own-it-blue.gif"
3      border="0" width=58 height=19 align="absmiddle">
4
5      </td>
6      </form>
7
8      <form method=post action=/exec/obidos/instant-recs/pd_ys_ir_all_ni/103-
9      5719040-0699022>
10
11      <td width=94 >
12      <input type=hidden name=template-name value="tg/stores/your/store-home/~
13      /0/all/0/1">
14      <input type=hidden name=use-new-form value=true>
15      <input type=hidden name=rating.source value=ir>
16      <input type=hidden name=rating.notinterested.1 value=notinterested>
17      <input type=hidden name=rating.asin.1 value="B00005RZ1N">
18      <input type=hidden name=return.header-type value=not-interested>
19      <input type=hidden name=return.index.begin value=>
20      <input type="image" value="Not interested" name="not-interested"
21      src="http://g-images.amazon.com/images/G/01/x-locale/common/buttons/not-
22      interested-blue.gif" border="0" width=94 height=19 align="absmiddle">
23
24      </td>
25      </form>
26
27      <td align=right width=100%>
28
29      <a href=/exec/obidos/tg/recs/ir-why/-
30      /books//regular/none/B00005RZ1N/0/1/pc/none/3/ref=pd_ir_why/103-5719040-
31      0699022><span class="small">Why was I recommended this?</span></a>
32
33      </td>
34      </tr>
35      </table>
36      </td>
37      </noscript>
38      </tr>
39      </table>
40      </td></tr>
41
42      <tr>
43      <td colspan=3><hr noshade size=1 color=#cccc99 class=divider></td>
44      </tr>
45
46      <tr id="gut-row-8" valign="top">
47      <td rowspan=3>
48      <table border=0 cellpadding=0 cellspacing=0 width=100% class=small>
49      <tr valign=top>
50      <td align=left><b class=small>8&#46;&nbsp;</b></td>
51      <td><center>
52
53      <a href=/exec/obidos/tg/detail/-/B00005REKJ/ref=pd_ys_ir_all_8/103-
54      5719040-0699022?v=glance&s=books>
55

```

HTML associated with Amazon.com "Recommended for Peter M Martin" page (Exhibit 42)

```

1 </a>
3
4 <br clear=all />
5
6 <table><tr><td align=center class=tiny><a href="/exec/obidos/tg/sim-
7 explorer/explore-items/-/B00005REKJ/0/ref=pd_sexpl_r_b/103-5719040-
8 0699022" onclick="amz_js_PopWin('/exec/obidos/tg/sim-explorer/explore-
9 items-lite/-/B00005REKJ/0/ref=pd_sexpl_r_b/103-5719040-
10 0699022','amz_rel_items','width=600,height=450,toolbar=no,resizable=yes,sc
11 rollbars=yes,status=no');return false;">See related
12 items</a></td></tr></table>
13
14 </td></tr></table>
15 </td>
16 <td colspan=2 width=100% class=small valign=middle>
17
18 <font face=verdana,arial,helvetica>
19
20 <a href=/exec/obidos/tg/detail/-/B00005REKJ/ref=pd_ys_ir_all_8/103-
21 5719040-0699022?v=glance&s=books><b>How Competitive Forces Shape Strategy
22 [DOWNLOAD: PDF]</b></a>
23
24 </font>
25
26 <br>
27
28 <font face=verdana,arial,helvetica size=-1>by Michael E. Porter</font><br>
29
30 Average Customer Review&#58;
31
32 
35
36 <br>
37 Publication Date: January 29, 2005
38 <br>
39 </font>
40 </td>
41 </tr>
42
43 <tr valign="top"><td>
44 <font face=verdana,arial,helvetica size=-1>
45 <b>Our Price:</b>
46 <b class=price>
47 <span class=small>
48 $6.00
49 </span>
50 </b>
51 &nbsp;
52 </font>
53 </td>
54 <td>
55
56 <table><tr><td>

```

```

1
2 <form style="margin-bottom:0;" method="POST"
3 action="http://www.amazon.com/gp/legacy-handle-buy-box.html/103-5719040-
4 0699022" >
5
6 <input type="hidden" name="coliid" value="">
7 <input type="hidden" name="colid" value="">
8 <input type="hidden" name="asin.B00005REKJ" value="1">
9 <input type="hidden" name="store-name" value=ebooks>
10 <input type="image" value="Add to Shopping Cart" name="submit.add-to-cart"
11 src=http://g-images.amazon.com/images/G/01/buttons/add-to-cart-yellow-
12 short.gif border=0 width=113 height=23 >
13 </form>
14 </td></tr></table>
15 </td></tr>
16
17 <tr>
18 <td colspan=2>
19
20 <script language="Javascript" type="text/javascript">
21 var asin = 'B00005REKJ';
22 var rating = 0;
23 var isOwned = 0;
24 var notInterested = 0;
25 var excluded = 0;
26 savedExcluded[asin] = excluded;
27 savedRatings[asin] = rating;
28 savedNotInterested[asin] = notInterested;
29 savedIsOwned[asin] = isOwned;
30 </script>
31
32 <div style="padding-left: 5px; padding-bottom: 3px">
33 <nobr>
34
35 <script language="Javascript1.1" type="text/javascript">
36 <!--
37 var bulbing = "";
38 var tooltip = "We recommend this item for you. Click to see why.";
39 var whyWindowUrl = "/exec/obidos/tg/stores/recs/rate-this-asin/-
40 /B00005REKJ/instant-recs/ref=pd_rate_lk_instant-recs_nb/103-5719040-
41 0699022";
42 var whyLinkText = "Why was I recommended this?";
43 var trailingParen = "";
44 amz_js_WriteRatingsLink()
45 //-->
46 </script>
47 </nobr>
48
49 <script language="Javascript1.1" type="text/javascript">
50 <!--
51 document.write("<span class=small>");
52 document.write("</span>");
53 //-->
54 </script>
55 </div>
56

```


HTML associated with Amazon.com "Recommended for Peter M Martin" page (Exhibit 42)

```

1      <table cellspacing="0" cellpadding="0" style="border: 1px solid #CECF9C;">
2      <tr>
3      <td><script language="Javascript">amz_js_showMessages(asin);</script></td>
4      <td><script language="Javascript">amz_js_showStars(asin, rating);</script>
5      </td>
6      <td>
7
8      <script language="Javascript">amz_js_showDpIsOwned(asin,
9      isOwned);</script>
10
11     </td>
12     <td>
13     <script language="Javascript">amz_js_showHistoryNotInterested(asin,
14     notInterested);</script>
15     </td>
16
17     <noscript>
18     <td>
19
20     <table border=0 width=100% cellpadding=4 cellspacing=0>
21     <tr bgcolor=#EEEECC>
22
23     <form method=post action=/exec/obidos/instant-recs/pd_ys_ir_all_own/103-
24     5719040-0699022>
25
26     <input type=hidden name=use-new-form value=true>
27     <input type=hidden name=return.header-type value=i-own-it>
28     <input type=hidden name=rating.source value=ir>
29     <input type=hidden name=rating.asin.1 value="B00005REKJ">
30     <input type=hidden name=rating.owned.1 value=OWN>
31     <input type=hidden name=template-name value="tg/stores/your/store-home/-
32     /0/all/0/1">
33     <input type=hidden name=return.index.begin value=>
34
35     <td width=58 >
36
37     <input type="image" value="I own it" name="i-own-it" src="http://g-
38     images.amazon.com/images/G/01/x-locale/common/buttons/i-own-it-blue.gif"
39     border="0" width=58 height=19 align="absmiddle">
40
41     </td>
42     </form>
43
44     <form method=post action=/exec/obidos/instant-recs/pd_ys_ir_all_ni/103-
45     5719040-0699022>
46
47     <td width=94 >
48     <input type=hidden name=template-name value="tg/stores/your/store-home/-
49     /0/all/0/1">
50     <input type=hidden name=use-new-form value=true>
51     <input type=hidden name=rating.source value=ir>
52     <input type=hidden name=rating.notinterested.1 value=notinterested>
53     <input type=hidden name=rating.asin.1 value="B00005REKJ">
54     <input type=hidden name=return.header-type value=not-interested>
55     <input type=hidden name=return.index.begin value=>

```

```

1      <input type="image" value="Not interested" name="not-interested"
2      src="http://g-images.amazon.com/images/G/01/x-locale/common/buttons/not-
3      interested-blue.gif" border="0" width=94 height=19 align="absmiddle">
4
5      </td>
6      </form>
7
8      <td align=right width=100%>
9
10     <a href=/exec/obidos/tg/recs/ir-why/-
11     /books//regular/none/B00005REKJ/0/1/pc/none/3/ref=pd_ir_why/103-5719040-
12     0699022><span class="small">Why was I recommended this?</span></a>
13
14     </td>
15     </tr>
16     </table>
17     </td>
18     </noscript>
19     </tr>
20     </table>
21     </td></tr>
22
23     <tr>
24     <td colspan=3><hr noshade size=1 color=#cccc99 class=divider></td>
25     </tr>
26
27     <tr id="gut-row-9" valign="top">
28     <td rowspan=3>
29     <table border=0 cellpadding=0 cellspacing=0 width=100% class=small>
30     <tr valign=top>
31     <td align=left><b class=small>9&#46;&nbsp;</b></td>
32
33     <td><center>
34
35     <a href=/exec/obidos/tg/detail/-/B00005RZ33/ref=pd_ys_ir_all_9/103-
36     5719040-0699022?v=glance&s=books>
37
38     </a>
40
41     <br clear=all />
42
43     <table><tr><td align=center class=tiny><a href="/exec/obidos/tg/sim-
44     explorer/explore-items/-/B00005RZ33/0/ref=pd_sexpl_r_b/103-5719040-
45     0699022" onclick="amz_js_PopWin('/exec/obidos/tg/sim-explorer/explore-
46     items-lite/-/B00005RZ33/0/ref=pd_sexpl_r_b/103-5719040-
47     0699022','amz_rel_items','width=600,height=450,toolbar=no,resizable=yes,sc
48     rollbars=yes,status=no');return false;">See related
49     items</a></td></tr></table>
50
51     </td></tr></table>
52     </td>
53     <td colspan=2 width=100% class=small valign=middle>
54
55     <font face=verdana,arial,helvetica>
56

```

```
1 <a href=/exec/obidos/tg/detail/-/B00005RZ33/ref=pd_ys_ir_all_9/103-
2 5719040-0699022?v=glance&s=books><b>Matrix Management: Not a Structure, a
3 Frame of Mind [DOWNLOAD: PDF]</b></a>
4
5 </font>
6
7 <br>
8
9 <font face=verdana,arial,helvetica size=-1>by Christopher A. Bartlett,
10 Sumantra Ghoshal</font><br>
11
12 Average Customer Review&#58;
13
14 
17
18 <br>
19
20 Publication Date: January 29, 2005
21 <br>
22 </font>
23 </td>
24 </tr>
25
26 <tr valign="top"><td>
27 <font face=verdana,arial,helvetica size=-1>
28
29 <b>Our Price:</b>
30 <b class=price>
31 <span class=small>
32 $6.00
33 </span>
34 </b>
35 &nbsp;
36 </font>
37 </td>
38 <td>
39
40 <table><tr><td>
41
42 <form style="margin-bottom:0;" method="POST"
43 action="http://www.amazon.com/gp/legacy-handle-buy-box.html/103-5719040-
44 0699022" >
45
46 <input type="hidden" name="coliid" value="">
47 <input type="hidden" name="colid" value="">
48 <input type="hidden" name="asin.B00005RZ33" value="1">
49 <input type="hidden" name="store-name" value=ebooks>
50 <input type="image" value="Add to Shopping Cart" name="submit.add-to-cart"
51 src=http://g-images.amazon.com/images/G/01/buttons/add-to-cart-yellow-
52 short.gif border=0 width=113 height=23 >
53 </form>
54
55 </td></tr></table>
56 </td></tr>
```

```
1
2 <tr>
3 <td colspan=2>
4
5 <script language="Javascript" type="text/javascript">
6 var asin = 'B00005RZ33';
7 var rating = 0;
8 var isOwned = 0;
9 var notInterested = 0;
10 var excluded = 0;
11 savedExcluded[asin] = excluded;
12 savedRatings[asin] = rating;
13 savedNotInterested[asin] = notInterested;
14 savedIsOwned[asin] = isOwned;
15 </script>
16
17 <div style="padding-left: 5px; padding-bottom: 3px">
18
19 <nobr>
20
21 <script language="Javascript1.1" type="text/javascript">
22 <!--
23
24 var bulbing = "";
25 var tooltip = "We recommend this item for you. Click to see why.";
26 var whyWindowUrl = "/exec/obidos/tg/stores/recs/rate-this-asin/-
27 /B00005RZ33/instant-recs/ref=pd_rate_lk_instant-recs_nb/103-5719040-
28 0699022";
29 var whyLinkText = "Why was I recommended this?";
30 var trailingParen = "";
31 amz_js_WriteRatingsLink()
32 //-->
33 </script>
34
35 </nobr>
36
37 <script language="Javascript1.1" type="text/javascript">
38 <!--
39 document.write("<span class=small>");
40 document.write("</span>");
41 //-->
42 </script>
43
44 </div>
45
46 <table cellspacing="0" cellpadding="0" style="border: 1px solid #CECF9C;">
47 <tr>
48 <td><script language="Javascript">amz_js_showMessages(asin);</script></td>
49 <td><script language="Javascript">amz_js_showStars(asin, rating);</script>
50 </td>
51 <td>
52
53 <script language="Javascript">amz_js_showDpIsOwned(asin,
54 isOwned);</script>
55
56 </td>
```

```

1      <td>
2      <script language="Javascript">amz_js_showHistoryNotInterested(asin,
3      notInterested);</script>
4      </td>
5
6      <noscript>
7      <td>
8
9      <table border=0 width=100% cellpadding=4 cellspacing=0>
10     <tr bgcolor=#EEEECC>
11
12     <form method=post action=/exec/obidos/instant-recs/pd_ys_ir_all_own/103-
13     5719040-0699022>
14
15     <input type=hidden name=use-new-form value=true>
16     <input type=hidden name=return.header-type value=i-own-it>
17     <input type=hidden name=rating.source value=ir>
18     <input type=hidden name=rating.asin.1 value="B00005RZ33">
19     <input type=hidden name=rating.owned.1 value=OWN>
20     <input type=hidden name=template-name value="tg/stores/your/store-home/-
21     /0/all/0/1">
22     <input type=hidden name=return.index.begin value=>
23
24     <td width=58 >
25
26     <input type="image" value="I own it" name="i-own-it" src="http://g-
27     images.amazon.com/images/G/01/x-locale/common/buttons/i-own-it-blue.gif"
28     border="0" width=58 height=19 align="absmiddle">
29
30     </td>
31     </form>
32
33     <form method=post action=/exec/obidos/instant-recs/pd_ys_ir_all_ni/103-
34     5719040-0699022>
35
36     <td width=94 >
37     <input type=hidden name=template-name value="tg/stores/your/store-home/-
38     /0/all/0/1">
39     <input type=hidden name=use-new-form value=true>
40     <input type=hidden name=rating.source value=ir>
41     <input type=hidden name=rating.notinterested.1 value=notinterested>
42     <input type=hidden name=rating.asin.1 value="B00005RZ33">
43     <input type=hidden name=return.header-type value=not-interested>
44     <input type=hidden name=return.index.begin value=>
45     <input type="image" value="Not interested" name="not-interested"
46     src="http://g-images.amazon.com/images/G/01/x-locale/common/buttons/not-
47     interested-blue.gif" border="0" width=94 height=19 align="absmiddle">
48     </td>
49     </form>
50
51     <td align=right width=100%>
52
53     <a href=/exec/obidos/tg/recs/ir-why/-
54     /books//regular/none/B00005RZ33/0/1/pc/none/3/ref=pd_ir_why/103-5719040-
55     0699022><span class="small">Why was I recommended this?</span></a>
56

```

```
1      </td>
2      </tr>
3      </table>
4      </td>
5      </noscript>
6      </tr>
7      </table>
8      </td></tr>
9
10     <tr>
11     <td colspan=3><hr noshade size=1 color=#cccc99 class=divider></td>
12     </tr>
13
14     <tr id="gut-row-10" valign="top">
15
16     <td rowspan=3>
17     <table border=0 cellpadding=0 cellspacing=0 width=100% class=small>
18     <tr valign=top>
19
20     <td align=left><b class=small>10&#46;&nbsp;</b></td>
21
22     <td><center>
23
24     <a href=/exec/obidos/tg/detail/-/0521663636/ref=pd_ys_ir_all_10/103-
25     5719040-0699022?v=glance&s=books>
26
27     </a>
31
32     <br clear=all />
33
34     <table><tr><td align=center class=tiny><a href="/exec/obidos/tg/sim-
35     explorer/explore-items/-/0521663636/0/ref=pd_sexpl_r_b/103-5719040-
36     0699022" onclick="amz_js_PopWin('/exec/obidos/tg/sim-explorer/explore-
37     items-lite/-/0521663636/0/ref=pd_sexpl_r_b/103-5719040-
38     0699022','amz_rel_items','width=600,height=450,toolbar=no,resizable=yes,sc
39     rollbars=yes,status=no');return false;">See related
40     items</a></td></tr></table>
41
42     </td></tr></table>
43     </td>
44     <td colspan=2 width=100% class=small valign=middle>
45
46     <font face=verdana,arial,helvetica>
47
48     <a href=/exec/obidos/tg/detail/-/0521663636/ref=pd_ys_ir_all_10/103-
49     5719040-0699022?v=glance&s=books><b>Communities of Practice: Learning,
50     Meaning, and Identity</b></a>
51
52     </font>
53
54     <br>
55
```